

**Comms Tactics Day-by-Day****AKRR Public Meetings, Sept. 2018****NOT FOR DISTRIBUTION OUTSIDE OF THE FOREST SERVICE**

Target Date	Activity/Action	Audience	Responsible
Sept. 11, 2018	Send media advisory of all public meetings to Anchorage Daily News, Juneau Empire, Ketchikan Daily News, KINYradio.com, KTOO, Petersburg Pilot, Capital City Weekly, Alaska Public Media (NPR/PBS) – KCAW, KTOO, KFSK, KRBD, KTVA 11 (CBS), KTUU 2 (NBC), KYUR 13 (ABC), KTBV 4 (FOX), KAKM 7 (PBS)	Public/Interest Groups/Tribes/Stakeholders	Dru Fenster STATUS: COMPLETE
Sept. 10, 2018	Send meeting details to Juneau, Ketchikan, Hoonah, Craig, Angoon, Point Baker, Tenakee Springs, Wrangell, Sitka, Yakutat, Kake, Anchorage Community Calendars	Public/Interest Groups/Tribes/Stakeholder Groups	Laurie Cooper STATUS: COMPLETE
Sept. 11, 2018	Local FS employees post flyers in public locations in Juneau, Ketchikan, Hoonah, Craig, Angoon, Point Baker, Tenakee Springs, Wrangell, Sitka, Yakutat, Kake, Anchorage	Public/Interest Groups/Tribes/Stakeholder Groups	Laurie Cooper/Line Officers STATUS: ONGOING
Sept. 11, 2018	Send media advisory on Juneau Meeting to Juneau Empire, KTOO	Media	Dru Fenster STATUS: COMPLETE
Sept. 12, 2018	Chad Van Ormer, Interview with KINY, KTOO, Juneau Empire	Public/Interest Groups/Tribes/Stakeholder Groups	Dru Fenster STATUS: COMPLETE
Sept. 11+12, 2018	Twitter, Facebook posts information on Juneau meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov STATUS: COMPLETE
Sept. 13, 2018	Submit media advisory on Ketchikan public meeting to Ketchikan Daily News, KRBD, KTKN	Media	Dru Fenster/Larry Chambers



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Sept. 13, 2018	Email from DRF to R10 employees detailing the importance of the public meeting being held later in the day. "Kickoff" message for all the public meetings	R10/Tongass NF Employees	Laurie Cooper/Kaari Carpenter
Sept. 13, 2018	Twitter, Facebook posts reminder information on Juneau meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 13, 2018	JUNEAU Meeting #1 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers, Dru Fenster, Laurie Cooper on hand for media
Sept. 14, 2018	Tweet/Facebook post thanking the public for showing up to the Juneau meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 14, 2018	Chad Van Ormer interview with Petersburg Pilot, so story publishes in advance of public meeting there.	Public/Interest Groups/Tribes/Stakeholder Groups	Larry Chambers/Dru Fenster
Sept. 14, 2018	Chad Van Ormer, Interview with KRBD, KTKN, Ketchikan Daily News, urging attendance at upcoming meeting.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers/Dru Fenster
Sept. 16, 2018	Social media posts information on Hoonah meeting. Twitter, Facebook. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 16, 2018	Social media posts information on Ketchikan meeting and Facebook Live session. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 17, 2018	Update to Carol T for AK Region Notes	R10/Tongass Employees	Laurie Cooper
Sept. 17, 2018	News clips shared with AKRR Team & Carol T for Regional Notes	AK RR Core and Extended Teams	Dru Fenster

Target Date	Activity/Action	Audience	Responsible
Sept. 17, 2018	Twitter/Facebook posts information on Craig and Angoon meetings. Twitter, Facebook. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 17, 2018	Twitter/Facebook posts reminder information on Hoonah meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 17, 2018	Twitter/Facebook posts reminder information Ketchikan meeting and Facebook Live broadcast. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 17, 2018	KETCHIKAN Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers on hand for media.
Sept. 17, 2018	KETCHIKAN Meeting Facebook Live 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Paul Robbins (Tongass NF)/Aleksey Minchenkov
Sept. 17, 2018	HOONAH Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept. 17, 2018	News clips shared with AKRR Team	AK RR Core and Extended Teams	Dru Fenster
Sept. 18, 2018	Tweet/Facebook post thanking the public for showing up to the Ketchikan and Hoonah meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov

Target Date	Activity/Action	Audience	Responsible
Sept. 18, 2018	Twitter/Facebook posts information on Point Baker and Tenakee meetings. Twitter, Facebook. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 18, 2018	Twitter, Facebook posts reminder information on Craig and Angoon meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 18, 2018	CRAIG Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present. Nicole Grewe spokesperson.
Sept. 18, 2018	ANGOON Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept. 18, 2018	Send media advisory on Juneau # 2 to Juneau Empire, KINY and KTOO	Media	Dru Fenster
Sept. 18, 2018	Chad Van Ormer, Interview with KTOO, KINY, Juneau Empire (PITCHED – No guarantee interest in second interview)	Public/Interest Groups/Tribes/Stakeholder Groups	Dru Fenster/Larry Chambers
Sept. 19, 2018	Twitter, Facebook posts information on Juneau meeting #2. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 19, 2018	Tweets/Facebook posts thanking the public for showing up to the Craig and Angoon meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 19, 2018	Twitter/Facebook posts information on Juneau meeting #2. Twitter, Facebook. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov

Target Date	Activity/Action	Audience	Responsible
Sept. 19, 2018	Twitter, Facebook posts reminder information on Point Baker and Tenakee Springs meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 19, 2018	POINT BAKER Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept. 19, 2018	TENAKEE SPRINGS Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept. 20, 2018	Twitter, Facebook posts reminder information on Juneau meeting #2. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 20, 2018	Tweet/Facebook post thanking the public for showing up to the Point Baker and Tenakee Springs meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 20, 2018	JUNEAU Meeting #2 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers, Dru Fenster, Laurie Cooper on hand for media
Sept. 21, 2018	Tweet/Facebook post thanking the public for showing up to the Juneau meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 21, 2018	Twitter, Facebook posts reminder information on Gustavus meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 21, 2018	GUSTAVUS Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Dru Fenster on hand for media

Target Date	Activity/Action	Audience	Responsible
Sept. 21, 2018	Update in AK Region Notes	R10/Tongass Employees	Laurie Cooper
Sept. 22, 2018	Tweet/Facebook post thanking the public for showing up to the Gustavus meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 23, 2018	Twitter, Facebook posts information on Wrangell and Sitka meetings. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 24, 2018	SITKA Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Laurie Cooper on hand for media.
Sept. 24, 2018	Wrangell Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Dru Fenster on hand for media.
Sept. 24, 2018	News clips shared with AKRR Team	AK RR Core and Extended Teams	Dru Fenster
Sept. 24, 2018	Twitter, Facebook posts reminder information on Wrangell and Sitka meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 24, 2018	Twitter, Facebook posts information on Petersburg and Yakutat meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 25, 2018	Tweet/Facebook posts thanking the public for showing up to the Wrangell and Sitka meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov

Target Date	Activity/Action	Audience	Responsible
Sept. 25, 2018	Twitter, Facebook posts reminder information on Petersburg and Yakutat meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 25, 2018	PETERSBURG Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Dru Fenster on hand for media
Sept. 25, 2018	YAKUTAT Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept. 25, 2018	Twitter, Facebook posts information on Kake meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. 10AM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 25/26, 2018	Chris French interview with Anchorage Daily Press regarding upcoming Anchorage meeting	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers/Dru Fenster
Sept. 26, 2018	Tweet/Facebook posts thanking the public for showing up to the Petersburg and Yakutat meetings. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 26, 2018	Twitter, Facebook posts reminder information on Kake meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Sept. 26, 2018	KAKE Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	No PAO present.
Sept.26, 2018	Media advisory to all Anchorage media announcing meeting	Media	Larry Chambers/Dru Fenster
Sept.26, 2018	Tweet/Facebook posts thanking the public for showing up to the Kake meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov

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Sept. 27, 2018	ANCHORAGE Meeting 5:30 – 8:00 PM AKDT	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Dru Fenster and Laurie Cooper handle press.
Sept. 28, 2019	Tweet/Facebook posts thanking the public for showing up to the Kake meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts.	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Forest/Regional Social Media Manager / Aleksey Minchenkov
Oct. 1, 2018	News clips shared with AKRR Team	AK RR Core and Extended Teams	Dru Fenster
Oct. 1, 2018	Update to Carol T for AK Region Notes	R10/Tongass employees	Laurie Cooper
Week of Oct. 1	Use Cision/Hootsuite to analyze social and traditional media coverage	AKRR Team Leadership	Aleksey Minchenkov/Larry Chambers/WO OC
Oct. 3, 2018	Twitter, Facebook posts reminder information on Washington, DC meeting. Posted on Regional Twitter/Forest Facebook Page and reposted by the agency accounts. Noon ET	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Aleksey Minchenkov
Oct. 3, 2018	WASHINGTON, DC Meeting 1:30 – 4:00 PM ET	Public/Interest Groups/Tribes/Stakeholder Groups/Media	Larry Chambers, Laurie Cooper on hand for media